



## Progress and Activity Report - Georgia Safe Routes to School Task Order 9

This Progress Report reflects the first invoice for Task 9 from August 1 to August 31, 2012. Through this billing period, the Georgia Safe Routes to School Resource Center project team continued efforts to expand the program.

One new partner signed on during this billing period: Campbell Elementary in Fulton County. The Resource Center team made one presentation, conducted 44 meetings and contributed to three different events.

The team met during the first week of August. The team, including marketing and support from Toole Design met at URS' Atlanta office on August 2. Emmanuella Myrthil from Georgia Department of Transportation joined the team to discuss marketing efforts and International Walk to School Day and to contribute to partner outreach plans. During the meeting, the team also obtained website refresher training and discussed website updates.

### School Outreach Coordinator Highlights

Outreach staff includes **Nykia Burke**, Metro Atlanta and South Georgia Territories, **Alicia Hatcher**, Northeast, Northwest, and parts of Central Georgia, and **Patti Sistrunk**, Project Manager and SOC for Coastal and parts of Central Georgia. Highlights from around the state include:

#### **Blue Ridge Elementary (Dalton City, Gold-level Partner)**

Alicia met with Alan Martineaux, School Champion and Assistant Principal, to review his plans for the SRTS program at Blue Ridge Elementary. The school has around 300 walkers each day, and the school's Health and Wellness Committee team wants to focus on SRTS this year and grow the program. Also, a new community center recently opened two blocks from the schools, and Mr. Martineaux would like to set up a Park and Walk site there to increase the number of walkers on Walk to School Days. He also plans to use the Pedestrian Safety Curriculum, provided by the Resource Center, in PE for all students. Because of all the great activities planned for this school year, Blue Ridge is now a Gold-level Partner!

#### **East Side Elementary (Cobb County, Gold-level Partner)**

Northwest Georgia Partner of the Year, East Side Elementary, continues its success with three Walk to School Days planned for this school year. Lisa McDonough will serve as the new School Champion this year. Mrs.

McDonough plans to work with Safe Kids Cobb County to plan a bike rodeo for the spring and also, work with the PE teacher to implement the Pedestrian Safety Curriculum.

**Auburn Elementary (Barrow County, Bronze-level Partner)**

Assistant Principal Charles Templeton will continue to serve as the School Champion for Auburn Elementary in Barrow County this school year. Mr. Templeton will plan a bike rodeo for the spring and also use the Pedestrian Safety Curriculum in PE or Health class. He will ensure Student Travel Tallies are completed in September. Because the school is located on a busy road with no sidewalks, the school has not participated in a Walk to School Day in the past, but will hold a Walk AT School Day this year for International Walk to School Day in October.

**Indian Creek Elementary School, Dekalb County (Silver Partner)**

Nykia met with Indian Creek Elementary School's PE teacher and champion to discuss SRTS plans for the 2012-13 school year. This Silver level partner is located in Clarkston Georgia, which was recently identified as one of the most ethnically diverse cities in the United States. Indian Creek Elementary therefore has an ethnically diverse and largely transient student population. More than half of the school's 1000 students currently walk to and from school daily. Nearby Clarkston High School also contributes hundreds of students walking to and from school. This results in hundreds of students crossing a major thoroughfare at various points. Indian Creek Elementary will continue to make a concerted effort to maintain on-going pedestrian safety education. Nykia provided the champion with SRTS resources for education and encouragement and assisted with identification of opportunities to utilize the NHTSA Child Pedestrian Safety Education Curriculum. Nykia will coordinate with the local transportation department to address areas of concern, including unmarked crossings.

**Drew Charter School, City of Atlanta (Partner)**

**Walk Audit**

Charles Drew Charter School is located in East Atlanta, in the Eastlake Community. This neighborhood school recently received an influx of an additional 200 students, bringing the total enrollment to 1007 students and magnifying traffic congestion issues that continuously plague the school. Although a large percentage of the students live within 1 mile of the school, parent concerns about the traffic congestion and high speeds on Memorial Drive result in more students arriving to school in single family vehicles, mitigating the traffic issues. Due to their charter status, the school currently does not receive transportation assistance from Atlanta Public Schools. Nykia encouraged a group of energized parents to complete a walk audit in support of their newly formed safety initiatives. The walk audit group included Drew Charter School parents, SRTS National Partnership, and Nykia. Unsafe crossings and potentially hazardous situations around the school were identified and documented. Nykia assisted with identification of safety education opportunities and will continue to assist with the development of the newly formed 7<sup>th</sup> and 8<sup>th</sup> grade safety patrols. Drew Charter School will use International Walk-to-School Day as an opportunity to demonstrate the use of walking school buses from nearby neighborhoods and the local YMCA to reduce traffic congestion and related hazards, as well as to educate drivers about slowing down for pedestrians.

**Safe Kids Columbus, Muscogee County**

Safe Kids Columbus coordinators attended the South Georgia NHTSA Child Pedestrian Safety Education workshop last fall. Inspired by the opportunity to encourage more schools to educate students about pedestrian safety, Safe Kids Columbus contacted Nykia about providing another workshop to reach more Columbus area Physical Education teachers. Nykia is partnering with the Safe Kids Columbus team to organize a modified version of this training in an effort to encourage increased use of SRTS and Safe Kids

pedestrian safety resources. The training is tentatively scheduled for September in order to educate students before International Walk-to- School Day.

#### **Midtown Columbus Champion's Meeting, Muscogee County**

Midtown Columbus is gearing up for its 3<sup>rd</sup> Annual International Walk-to-School Day on October 3<sup>rd</sup>. Nykia met with champions and principals from seven of the nine Midtown Schools to assist with planning and idea generation. Champion's shared challenges and success from previous Iwalk events and helped each other identify potential solutions. Nykia was proud to share with the group that Clubview Elementary School was named the Outstanding Partner of the 2011-12 school year. The champions were excited to receive poster calendars highlighting Outstanding Partner success, as well as incentive items for the event. In addition to Safe Routes, these schools receive support from Safe Kids Columbus, the River Valley Regional Commission, Midtown Columbus Inc, and school parents. Participating schools include: Clubview ES, Davis ES, Hannan Academy, Rigdon Rd ES, Marshall MS, Richards MS, Wyntonn Arts Academy.

#### **Savannah Bicycle Rodeo, Chatham County**

On August 4, as part of the Savannah Mall Back to School Events, Patti supported a Bicycle Rodeo and safety event alongside **Safe Kids Savannah** (Friend) and the **Savannah Bicycle Campaign** (Friend.) The Resource Center provided bicycle safety bookmarks to children that attended the event. Due to threat of rain, the event was poorly attended and ended early. However, children that did attend were properly fitted for a helmet, completed an educational obstacle course, and were provided with bicycle and walking tips.

#### **Fort Stewart Police, Coastal Region**

On August 21, Patti visited Fort Stewart and met with the Fort Stewart Police. There are three schools located on the base at Fort Stewart. All are K-6 with approximately 2,500 students – most of which live within walking distance. The base is well-connected with sidewalks and trails and soldiers provide for adult supervision along safe routes. The Commander at Fort Stewart has required that the police force embrace Safe Routes to School through planning and education. Patti provided the School Resource Officers with the NHTSA Child Pedestrian Safety Curriculum, information about crossing guard training, and materials for partnership. The officers took Patti to the various schools and explained the policies in place to protect students along safe routes to and from school and home. Patti will return to Fort Stewart to meet with the schools and expects all three to partner with the support of the Fort Stewart police.

#### **SRTS Marketing (Toole Design Group and Outreach Staff)**

##### **International Walk to School Day:**

International Walk to School Day is October 3, 2012. Preparations began in June and continued through August. At the end of August, 28 schools had registered events at [www.walkbiketoschool.org](http://www.walkbiketoschool.org). Outreach staff spent much of August reaching out to those that are already registered with incentives, downloads, and support.

Staff is working with **Campbell Elementary** in Fulton County to host the state media event for International Walk to School Day. Events will include a park and walk site, walk to school, and education and encouragement leading up to the event. The marketing team developed a Walk to School Day template press release for participating schools. That downloadable template was added to the website along with other event-specific materials.

### Newsletter:

A back-to-school newsletter was released on August 24 by Outreach staff. It promoted International Walk to School Day registration, Student Travel Tally Month in September, SRTS-related funding and grant opportunities, and other relevant information.

### Website, Hotline, and Social Media:

The website was updated with information about International Walk to School Day and Student Travel Tally Week. The Hotline received no calls during this reporting period.

The Resource Center's Facebook page was updated by the Project Team at least weekly and typically refers followers back to our web site with coordinated information. The Facebook page is promoted in email communications, on the web site, and on other materials as appropriate. Facebook updates in August highlighted back to school resources, Travel Tally Month, available webinars, crossing guard training in Northwest Georgia, and other SRTS news.

### Marketing Materials and Incentives

In August, the Resource Center created the 2012-2013 Poster Calendar for the Resource Center. The Calendar highlights the six Outstanding Partners of the Year for the 2011-2012 school year. Additionally, it provides dates of SRTS-related events and plenty of space for adding notes and events. Posters were distributed in August and will continue to be provided throughout the fall to school Partners, stakeholders, and Friends.

The Outreach team began to distribute event incentives to registered schools. Incentives include zipper pulls, bracelets, pencils, stickers, and bookmarks.

### Looking Ahead:

In September, the Resource Center team will focus on International Walk to School Day promotion and Student Travel Tallies. An email "eblast" will be sent via Constant Contact to schools in early September to remind them about Tally Week, September 10-14. Additionally, each SOC will reach out to schools to offer materials for the fall.



New resources will be created this fall. Marketing and training staff from the Resource Center will be working on creating a walk audit toolkit that focuses on middle school students and provides an educational resource for our Middle School Partners.